

AFRI ESCAPES GROUP (PTY) LTD

AFRI ESCAPES

AFFILIATE PARTNER PROGRAMME

A E A P · I N T E R N A T I O N A L

“Partner with us. Grow your audience. Create exceptional African travel experiences.”

Afri Escapes connects discerning travellers with exceptional villas, private stays, safari experiences, coastal escapes, winelands retreats and bespoke travel experiences across Southern Africa.

www.afriescapes.com

WELCOME

02 WELCOME TO AEAP

If you grow, we grow.

Afri Escapes believes that the best travel recommendations come from people travellers already trust. The Afri Escapes Affiliate Partner Programme (AEAP) allows selected creators, influencers, travel professionals and trusted partners to introduce their audiences to Afri Escapes, and to earn commission when those referrals result in qualifying bookings.

AEAP is not intended to be a mass affiliate programme with thousands of random affiliates. Afri Escapes is launching with a carefully selected group of approximately 20–30 affiliate partners that we can actively support, train and grow alongside.

We are building long-term relationships, not one-off promotional arrangements. Every partner we welcome into AEAP is someone we intend to know, support and grow with over time.

AEAP is an exclusive network of trusted travel partners. Guests introduced through a partner are welcomed into a private, personalised journey, and may enjoy an exclusive Afri Escapes privilege as a thank-you for booking through a trusted recommendation.

This edition of the guidelines is written for our international partners, whose audiences and commissions are in euros (EUR) and US dollars (USD). The same standards of trust, luxury and personal service apply to every partner in the programme, wherever they are based.

THE BASICS

03 WHAT IS AFFILIATE MARKETING?

Affiliate marketing is a performance-based partnership. A person or business recommends a product or service to their audience using a unique affiliate link, referral code or tracked referral method. If someone makes a qualifying purchase or booking through that referral, the affiliate earns a commission.

YOU → YOUR AUDIENCE → AFRI ESCAPES → BOOKING → COMMISSION

The Afri Escapes Version

1	Introduce You introduce Afri Escapes to your audience.
2	Engage Your audience member clicks your referral link or enters your partner code when submitting an enquiry.
3	Manage Afri Escapes manages the travel enquiry and booking process.
4	Book The client books and pays for a qualifying Afri Escapes service.
5	Attribute Afri Escapes identifies you as the referring partner and records the referral against the enquiry.
6	Earn Once the booking is confirmed and paid, the conversion is recorded and you earn your applicable commission.

You do not need to handle the client's travel arrangements yourself, unless otherwise agreed with Afri Escapes.

THE PROGRAMME

04 WHAT IS THE AFRI ESCAPES AFFILIATE PARTNER PROGRAMME?

AEAP is designed for selected partners who have access to an audience that values luxury travel, high-quality experiences, privacy, convenience and personalised service. Afri Escapes specialises in high-ticket travel — this shapes everything about how the programme works. Every enquiry is individually managed by the Afri Escapes team, so AEAP is an enquiry-led partnership rather than an online checkout programme.

AEAP IS A HIGH-TICKET AFFILIATE PROGRAMME

The objective is not to generate hundreds of low-value transactions. One successful referral can represent a substantial travel booking.

Examples of Afri Escapes Bookings

CATEGORY	CATEGORY	CATEGORY	CATEGORY
Luxury villas	Private houses	Safari stays	Coastal escapes
Winelands stays	Mountain & hideaway retreats	Private travel	Concierge services
Bespoke itineraries	Private chefs	Private drivers	Airport transfers
Boat charters	Wellness experiences	Guides	Weddings & special occasions

Affiliates should focus on attracting and referring the right traveller — rather than simply generating clicks.

SELECTIVE BY DESIGN

05 WHO WE ARE LOOKING FOR

We don't work with everyone — and that's intentional.

Afri Escapes is selective because our brand is built around trust, luxury, service and high-value travel. We look for partners whose audience and content reflect those same values.

Potential Affiliate Partners Include

- Luxury travel creators
- Travel influencers
- Luxury lifestyle creators
- African travel creators
- Content creators
- Wedding & luxury wedding creators
- Luxury property creators
- Adventure and safari creators
- High-income lifestyle communities
- Travel advisors
- Concierge businesses
- Luxury communities and membership organisations
- Corporate and private networks
- Creators with strong engagement rather than simply large follower numbers

Follower count alone does not determine whether someone is suitable. We care about:

- Audience quality
- Audience trust
- Engagement
- Content quality
- Relevance to luxury travel
- Geographic audience
- Professionalism
- Brand alignment
- Ability to communicate premium services
- Genuine interest in African travel

The Ideal Affiliate Profile

- ✓ Has an engaged, trust-based relationship with their audience
- ✓ Creates or shares content aligned with luxury travel and lifestyle
- ✓ Communicates thoughtfully and professionally
- ✓ Understands or is genuinely curious about Southern African travel
- ✓ Values quality and privacy over volume and discounting
- ✓ Is interested in a long-term partnership, not a single promotion

FIT MATTERS

06 WHO WE ARE NOT LOOKING FOR

Afri Escapes may decline affiliate applications where a prospective partner:

- ✗ Has an audience that is primarily unrelated to travel, luxury or lifestyle
- ✗ Uses misleading or deceptive marketing
- ✗ Uses spam or unsolicited mass messaging
- ✗ Makes unrealistic promises to customers
- ✗ Misrepresents Afri Escapes or its services
- ✗ Uses aggressive discounting that could damage the brand
- ✗ Uses paid advertising in ways not authorised by Afri Escapes
- ✗ Promotes through inappropriate or unethical channels
- ✗ Has content or behaviour that conflicts with the Afri Escapes brand
- ✗ Primarily promotes competing Southern African luxury travel companies in a way that creates a direct conflict of interest

This list exists to protect the quality of the programme and the experience of every traveller referred through it — not to be exclusionary for its own sake.

OUR BRAND

07 THE AFRI ESCAPES BRAND

Afri Escapes is a luxury travel company focused on exceptional villas, hideaways, private stays and bespoke experiences across Southern Africa.

Places worth disappearing to.

A stay becomes a story.

Brand Philosophy

- Exceptional properties
- Personalised travel
- Privacy
- Convenience
- Curated experiences
- Local knowledge
- High-touch service
- Memorable journeys

Our Categories

CATEGORY	CATEGORY	CATEGORY
City Life	Winelands	Safari
Coastal	Hideaways & Mountains	Concierge Experiences

THE OFFERING

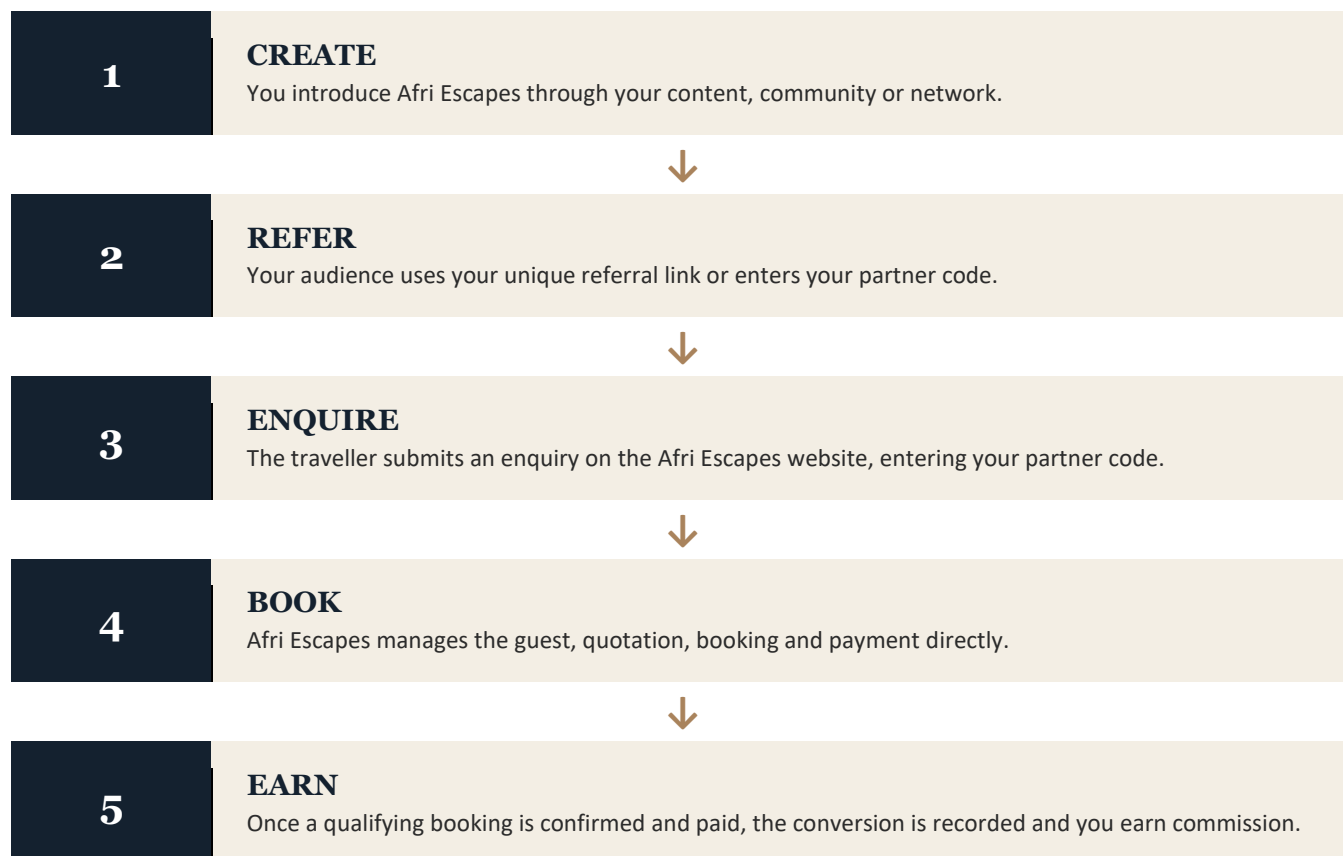
08 WHAT AFRI ESCAPES OFFERS — AND WHY IT MATTERS TO THE GUEST

FEATURE	WHAT IT MEANS	BENEFIT TO THE TRAVELLER
Curated Luxury Stays	A hand-selected portfolio of exceptional properties.	Guests don't have to spend hours searching through hundreds of properties.
Private Villas & Exclusive Homes	Whole-home, private-use accommodation.	Privacy, space and a more personal travel experience.
Safari Experiences	Carefully selected safari destinations and camps.	Access to exceptional wildlife experiences.
Coastal Escapes	Curated beach and coastal properties.	Access to exceptional coastal destinations.
Winelands	Stays and experiences across the wine regions.	Curated access to Southern Africa's winelands.
Hideaways & Mountains	Nature-focused, secluded retreats.	Peace, privacy and a true escape.
Private Travel	Itineraries built around the traveller.	Travel designed around the guest, not a fixed group.
Airport Transfers	Coordinated arrival and departure logistics.	A seamless start and end to the journey.
Private Driver	Dedicated driver for the duration of the trip.	Convenience, comfort and flexibility.
Private Chef	In-villa dining service.	Exceptional dining without leaving the property.
Concierge Planning	A single point of contact for the trip.	Effortless coordination of the entire experience.
Bespoke Itineraries	Trips tailored to interests and schedule.	A trip shaped entirely around the traveller.
Boat Charters	Private access to water-based experiences.	Exclusive, memorable time on the water.
Wellness / Guides / Special Experiences	Additional curated add-ons.	The trip can be personalised beyond accommodation.

These are examples only. Availability varies by destination and property.

THE JOURNEY

09 HOW THE AFFILIATE JOURNEY WORKS



Afri Escapes handles the sales and travel process, so affiliates can focus on their audience and referrals.

PARTNER MANAGEMENT

10 AFFILIATE MANAGEMENT — TAPFILIATE

Afri Escapes uses Tapfiliate, a dedicated affiliate management platform, to look after the partner programme — including affiliate accounts, referral links, partner codes and commission records.

Every Approved Partner Receives

- Their own affiliate profile
- A unique referral link
- A unique partner code
- Access to their affiliate dashboard, where applicable
- Information relating to their referrals and commissions

Tapfiliate manages the partnership. It does not replace the personal service that defines Afri Escapes. Every travel enquiry and booking is handled directly with the guest by the Afri Escapes team.

AN ENQUIRY-LED, INDIVIDUALLY MANAGED PROGRAMME

Afri Escapes is not an online checkout. Every journey is planned, quoted and confirmed personally with the guest.

Each booking is a high-value, personalised journey — which is why every one is managed personally.

THE REFERRAL PROCESS

11 HOW AFFILIATE REFERRALS WORK

Every referral follows the same simple path — from your recommendation to your commission.

1	Promote You promote Afri Escapes to your audience.
2	Click or Enter The guest clicks your referral link or uses your partner code.
3	Enquire The guest submits an enquiry.
4	Identify Afri Escapes identifies you as the referring affiliate.
5	Manage Afri Escapes manages the guest and the booking.
6	Pay The guest pays.
7	Record Afri Escapes records the conversion in Tapfiliate.
8	Earn You earn the applicable commission.

AN ENQUIRY IS NOT AUTOMATICALLY A CONVERSION

A conversion occurs only once a qualifying booking has been confirmed and paid.

A CLEAR DISTINCTION

12 WHO MANAGES WHAT

Three things work together behind every referral. It helps to understand who is responsible for each.

ROLE	RESPONSIBILITY
Tapfiliate	Manages the affiliate relationship, referral tracking and commission records.
The Afri Escapes website	Captures the guest's enquiry and partner code.
Afri Escapes	Manages the guest, quotation, booking and payment directly.
The conversion	Is recorded in Tapfiliate once the qualifying booking has been paid.

TAPFILIAE MANAGES THE PARTNERSHIP.

Afri Escapes manages the guest, the journey and the booking.

THE PARTNER CODE

13 THE PARTNER CODE ON THE AFRI ESCAPES WEBSITE

Guests can tell us they were introduced by you directly on the Afri Escapes website. A Partner Code field appears on two enquiry forms only:

- Plan My Escape
- Enquire About This Stay

The field is not added to any other website form.

What Your Guest Will See

Were you referred by an Afri Escapes Partner?

Enter your partner code to unlock an exclusive Afri Escapes privilege.

The partner code is presented as a privilege of being introduced by a trusted partner — not as a discount or coupon code.

Your Partner Code

Every partner receives a personal code. Each code contains TRAVELW, but codes are not limited to that exact word. Examples include:

- TRAVELW
- TRAVELWITHLUX
- TRAVELWITHCOLE
- TRAVELWITHSARAH
- TRAVELWITHJAMES

Your code identifies you as the referring partner and allows Afri Escapes to attribute the enquiry to you correctly.

ATTRIBUTION

14 HOW REFERRALS ARE ATTRIBUTED

We recommend that you encourage every guest to enter your unique partner code when they submit an enquiry. Where applicable, your referral link may also be used to identify the referral.

How Afri Escapes Records Your Referral

- Afri Escapes records the referring affiliate against the enquiry.
- Your partner code and referral information are retained as part of the enquiry record, so that the source of the booking can be established.

Please Note

ATTRIBUTION CANNOT BE ASSUMED

If a guest does not use a partner code or referral link, Afri Escapes may not be able to attribute the enquiry to an affiliate.

For this reason, always remind your audience to enter your partner code when they enquire. The 3-month attribution period is explained in Section 22.

EXCLUSIVE PRIVILEGES

15 EXCLUSIVE GUEST PRIVILEGES

Beyond our personalised service, you can introduce your audience to an exclusive Afri Escapes guest privilege — an added reason to plan their African escape through your referral. Guests who use a partner code may select from the following:

PRIVILEGE	WHAT IT INCLUDES
Private Chef Evening	A complimentary private chef experience for one evening during the guest's stay.
Private Airport Transfer	Complimentary private airport pick-up and drop-off.
Wellness Moment	A complimentary wellness experience during the guest's stay.
Afri Escapes Concierge Surprise	A special complimentary experience selected by the Afri Escapes concierge team, based on the guest's destination and preferences.
I'll Decide Later	The guest can choose their preferred privilege at a later stage.

These are the only privileges available through the programme. Affiliates may not add to, alter or substitute them.

All privileges are subject to the conditions set out in Section 16.

COMMUNICATING THE PRIVILEGE

16 HOW TO ADVERTISE THE PRIVILEGES

You may promote the concept as an exclusive partner privilege. For example:

“Book your next African escape with Afri Escapes through my partner code and receive an exclusive complimentary experience during your stay.”

Example wording only — adapt it to your own voice.

Where to Direct Your Audience

- Your unique Afri Escapes referral link
- Your partner code
- The Afri Escapes website enquiry forms (Plan My Escape and Enquire About This Stay)

Encourage your audience to enter your partner code when they submit their enquiry.

Choosing Your Words

Please use language such as “complimentary privilege”, “exclusive experience” or “subject to availability”. Please do not:

- ✗ Position the privilege as a cash discount
- ✗ Advertise guaranteed monetary discounts, unless Afri Escapes has specifically authorised this
- ✗ Promise a specific experience as guaranteed
- ✗ Make unconditional promises of any kind

Conditions

All privileges are subject to:

- Availability
- Destination
- Property
- Booking requirements
- Applicable terms and conditions
- Confirmation by Afri Escapes

FROM ENQUIRY TO CONVERSION

17 BOOKING AND CONVERSION PROCESS

Because Afri Escapes offers high-value, personalised travel, it is important to understand the difference between an enquiry and a conversion.

STAGE	WHAT IT MEANS
Enquiry	A guest has submitted an enquiry using an affiliate referral link or partner code. This does not automatically generate a commission.
Confirmed Booking	Afri Escapes has confirmed the guest's booking and the guest has paid. This becomes eligible for conversion tracking, subject to the programme's commission terms.
Manual Tapiliate Conversion	Because every booking is personally managed, conversions are recorded manually in Tapiliate once the qualifying booking has been confirmed and paid.

Behind the Scenes

STEP	WHAT HAPPENS
1	The guest submits an enquiry.
2	Afri Escapes identifies the affiliate.
3	Afri Escapes manages the booking.
4	The guest receives invoice and payment instructions.
5	The guest pays.
6	The booking is confirmed.
7	Afri Escapes records the conversion in Tapiliate.
8	Tapiliate records the applicable affiliate commission.

THE REWARD

18 COMMISSION STRUCTURE

Your commission rate grows as your relationship with Afri Escapes grows.



Every new affiliate starts at the Starter tier. After generating five qualifying bookings, the affiliate moves to Gold. After generating ten qualifying bookings, the affiliate moves to Diamond, earning 10% commission.

Bookings must be qualifying bookings and must be correctly attributed to the affiliate. Afri Escapes reserves the right to define qualifying bookings, handle cancellations and refunds, and verify attribution before commission is paid.

Commission is based on qualifying paid bookings — not on enquiries or leads. An enquiry submitted with your partner code does not generate commission until the booking has been confirmed and paid. Cancelled, unpaid or refunded bookings are handled in accordance with the programme terms set out in the Affiliate Agreement.

For international partners, commission is recorded and paid in euros (EUR) or US dollars (USD), as set out in your Affiliate Agreement. The commission tiers are the same for every partner.

THE OPPORTUNITY

19 HIGH-TICKET COMMISSION — THE OPPORTUNITY

**YOU ARE NOT BEING PAID TO GENERATE CLICKS.
YOU ARE BEING REWARDED FOR GENERATING HIGH-VALUE TRAVEL
BUSINESS.**

Afri Escapes operates in a high-ticket travel category. A single booking can represent several nights at a luxury property, plus additional travel and concierge services.

Affiliates should therefore focus on qualified travellers who genuinely have the means and intention to purchase premium travel. Commission is calculated on qualifying revenue according to the affiliate agreement and applicable programme rules.

ILLUSTRATIVE EXAMPLE

20 CASE STUDY — HOW AN AFFILIATE CAN EARN

Case Study: Elizabeth

Elizabeth is an Afri Escapes affiliate. They refer a client who books a 10-night luxury villa stay.

ITEM	US DOLLARS (USD)	EUROS (EUR)
Nightly accommodation rate	US\$5,000 per night	€4,600 per night
Length of stay	10 nights	10 nights
Booking value	US\$50,000	€46,000
Affiliate tier	Diamond (10%)	Diamond (10%)
Commission	US\$50,000 × 10% = US\$5,000	€46,000 × 10% = €4,600

CLIENT BOOKING VALUE: US\$50,000 / €46,000
AFFILIATE COMMISSION: US\$5,000 / €4,600

Adding Qualifying Travel Services

Additional qualifying travel services can increase the overall value of the booking, where applicable.

ITEM	US DOLLARS (USD)	EUROS (EUR)
Accommodation	US\$50,000	€46,000
Private driver	US\$2,500	€2,300
Private chef	US\$1,750	€1,600
Airport transfers	US\$750	€700
Total qualifying booking value	US\$55,000	€50,600
Commission at 10%	US\$5,500	€5,060

Figures are hypothetical and do not represent actual pricing or exchange rates.

FOR YOUR AUDIENCE

21 WHAT YOUR AUDIENCE GETS

Affiliates are not simply sending people to a website — they are introducing their audience to a luxury travel service.

Depending on the destination, property and itinerary, guests may request additional services such as:

- Private travel
- Luxury airport pickup and drop-off
- Private driver for the trip
- Private chef
- Bespoke itinerary planning
- Safari experiences
- Boat charters
- Wellness experiences
- Private guides
- Special occasion planning
- Luxury villas and private stays

Guests introduced through a partner may also enjoy an exclusive complimentary privilege during their stay. See Section 15.

ATTRIBUTION

22 THE 3-MONTH COMMISSION PERIOD

3-MONTH ATTRIBUTION PERIOD

When a prospective traveller engages with Afri Escapes through your tracked referral, the referral may remain attributable to you for three months, subject to the programme's tracking and attribution rules.

To ensure a referral can be recorded, guests should still be encouraged to enter your partner code or use your referral link when they enquire. See Section 14.

Exact attribution mechanics are governed by the formal Affiliate Agreement.

PARTNERSHIP PROTECTION

23 PROTECTING THE PARTNERSHIP

Because AEAP is a selective partnership programme, affiliates are expected to avoid actively promoting competing African luxury travel companies with a specific Southern African footprint during their participation in the programme.

This relates specifically to competing travel companies offering substantially similar luxury travel and accommodation services within Southern Africa.

The exact restriction, duration and definitions are contained in the formal Affiliate Agreement. This document is not the legal agreement itself.

GROWING TOGETHER

24 TRAINING, MEETINGS & PARTNER DEVELOPMENT

If you grow, we grow.

Afri Escapes intends to support selected affiliates through:

- Affiliate onboarding
- Product education
- Sales training
- Content guidance
- Understanding the Afri Escapes customer
- How to sell high-ticket travel
- How to communicate luxury without sounding sales-heavy
- How to identify qualified leads
- How to use affiliate links and codes
- Using your Tapfiliate profile and affiliate dashboard
- How to present exclusive guest privileges correctly
- Understanding the booking process
- Regular affiliate meetings
- Updates on new properties and experiences
- Campaign opportunities
- Feedback and performance discussions

Meetings and training sessions will be communicated to affiliates as the programme develops. Our goal is to help affiliates build a genuine travel sales channel — not simply to hand over a link and disappear.

MEASURING SUCCESS

25 WHAT SUCCESS LOOKS LIKE

Afri Escapes measures success differently from a traditional low-ticket affiliate programme. Success may include:

- Qualified enquiries
- High-value bookings
- Repeat travellers
- Audience trust
- Strong conversion
- Quality content
- Long-term partnerships

**WE WOULD RATHER HAVE 20 GREAT PARTNERS
THAN 2,000 RANDOM AFFILIATES.**

BRINGING IT TO LIFE

26 HOW TO PROMOTE AFRI ESCAPES

Affiliates typically share Afri Escapes through channels such as:

CHANNEL	CHANNEL	CHANNEL	CHANNEL
Instagram	TikTok	YouTube	Blogs
Newsletters	Podcasts	Private communities	WhatsApp communities
Travel guides	Email marketing	Personal recommendations	Events

Affiliates should always communicate Afri Escapes accurately and avoid misleading claims. When promoting guest privileges, please follow the guidance in Section 16.

Example Content Angles

(examples only — not mandatory scripts)

- “3 Southern African villas I'd book for a private group trip”
- “Planning a luxury safari for 2027?”
- “What US\$25,000 can look like when you travel privately through Southern Africa”
- “Why private villas can change the way you experience Cape Town”
- “Your next African escape doesn't have to look like a normal holiday.”
- “Book your next African escape through my partner code and enjoy an exclusive complimentary privilege, subject to availability.”

WORKING TOGETHER

27 AFFILIATE RESPONSIBILITIES

- ✓ Represent Afri Escapes accurately
- ✓ Use your assigned referral link and partner code
- ✓ Clearly identify yourself as an Afri Escapes affiliate or partner where appropriate, and disclose the relationship where required
- ✓ Direct potential guests to the official Afri Escapes website
- ✓ Encourage guests to enter your partner code when they enquire
- ✓ Avoid misleading claims
- ✓ Protect customer information
- ✓ Maintain professional communication
- ✓ Follow brand guidelines
- ✓ Do not make promises about availability, pricing or complimentary experiences that have not been confirmed by Afri Escapes
- ✓ Do not advertise unauthorised discounts
- ✓ Do not misrepresent the terms of the affiliate programme
- ✓ Refer detailed travel enquiries to Afri Escapes
- ✓ Follow applicable advertising and consumer laws

28 AFRI ESCAPES RESPONSIBILITIES

Afri Escapes will aim to:

- ✓ Provide each affiliate with a Tapfiliate profile, unique referral link and partner code
- ✓ Provide brand and product information
- ✓ Support onboarding
- ✓ Provide training opportunities
- ✓ Provide relevant promotional material where available
- ✓ Capture partner codes and manage referred guest enquiries
- ✓ Manage quotations, bookings and payment directly with the guest
- ✓ Track qualifying referrals
- ✓ Record qualifying conversions in Tapfiliate once bookings are confirmed and paid

- ✓ Communicate relevant programme updates
- ✓ Pay qualifying commissions according to the affiliate agreement

QUESTIONS & ANSWERS

29 FREQUENTLY ASKED QUESTIONS

What is AEAP?

The Afri Escapes Affiliate Partner Programme — a selective partnership for creators, influencers and travel professionals to introduce their audience to Afri Escapes and earn commission on qualifying bookings.

Who can become an affiliate?

Selected partners with an engaged, trust-based audience aligned with luxury travel and lifestyle. See the Ideal Affiliate Profile in Section 5.

Do I need a large following?

No. We prioritise audience quality, trust and engagement over follower count.

How do I get my affiliate link and partner code?

Approved affiliates receive their own Tapfiliate profile, a unique referral link and a unique partner code as part of onboarding. Where applicable, you will also have access to an affiliate dashboard showing your referrals and commissions.

How is a booking attributed to me?

Through your unique partner code or referral link, which Afri Escapes records against the guest's enquiry, subject to the programme's attribution rules. If neither is used, attribution may not be possible. See Section 14.

Where do guests enter my partner code?

On the Plan My Escape and Enquire About This Stay forms on the Afri Escapes website. The field does not appear on any other form.

Is an enquiry the same as a conversion?

No. An enquiry is not automatically a conversion. A conversion occurs only once a qualifying booking has been confirmed and paid, and is then recorded manually in Tapfiliate. See Section 17.

What privileges can my audience receive?

Guests referred by a partner may enjoy an exclusive complimentary privilege: a Private Chef Evening, Private Airport Transfer, Wellness Moment, Afri Escapes Concierge Surprise, or “I’ll Decide Later”. All privileges are subject to availability and confirmation by Afri Escapes. See Section 15.

Can I offer my audience a discount?

No. Privileges must not be presented as a cash discount, and guaranteed monetary discounts may not be advertised unless Afri Escapes has specifically authorised this. See Section 16.

How long does my referral remain attributable?

Referrals may remain attributable to you for three months. See Section 22.

When do I get paid?

Commission is paid in euros (EUR) or US dollars (USD), as set out in the Affiliate Agreement, which also contains the full payment terms.

In which currency is my commission paid?

International partners are paid in euros (EUR) or US dollars (USD), as agreed in the Affiliate Agreement. The commission tiers are the same for every partner.

What happens if a client cancels?

Commission is earned on qualifying paid bookings only. Cancelled, unpaid or refunded bookings are handled in accordance with the programme terms — see the Affiliate Agreement.

Can I promote Afri Escapes on paid ads?

Only with prior authorisation from Afri Escapes.

Can I work with other travel brands?

See Section 23 — Protecting the Partnership — for guidance on competing Southern African luxury travel companies.

What happens when I reach Gold?

You move from 5% to 7% commission after five qualifying bookings.

What happens when I reach Diamond?

You move to 10% commission after ten qualifying bookings.

Do I have to sell the travel myself?

No. Afri Escapes manages the enquiry, planning, quotation, booking and payment process directly with the guest.

Can I refer friends, family or clients?

Yes, provided all referrals comply with the affiliate agreement and programme rules.

What countries can I promote Afri Escapes to?

International partners are welcome to introduce audiences from outside South Africa. Any country-specific terms are set out in the Affiliate Agreement.

RESOURCES

30 NEW TO AFFILIATE MARKETING?

Affiliates can learn more about affiliate marketing through reputable educational resources, including:

- [Shopify — Affiliate Marketing](#)
- [HubSpot — Affiliate Marketing](#)
- [Amazon Associates — Affiliate Programme Information](#)
- [FTC — Endorsement Guides / Affiliate Disclosure Guidance](#)

READY TO GROW WITH AFRI ESCAPES?

We are launching AEAP with a carefully selected group of 20–30 founding affiliate partners.

If you have an audience that values exceptional travel, luxury experiences and unforgettable stays, we would love to explore a partnership with you.

We are not looking for everyone. We are looking for the right people to grow with.

AFRI ESCAPES

Places worth disappearing to.

www.afriescapes.com
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DOCUMENT DISCLAIMER

This document is an overview of the Afri Escapes Affiliate Partner Programme and is provided for informational purposes. Participation in AEAP is subject to approval by Afri Escapes and the applicable Affiliate Agreement. Commission rates, attribution, qualifying bookings, payment terms, promotional restrictions and other programme conditions are governed by the formal Affiliate Agreement and may be updated from time to time. Guest privileges are complimentary and subject to availability, destination, property, booking requirements, applicable terms and conditions, and confirmation by Afri Escapes. Commission for international partners is recorded and paid in euros or US dollars as set out in the Affiliate Agreement.